

*The National Academies of*  
**SCIENCES • ENGINEERING • MEDICINE**

**Standing Committee on Evidence Synthesis, and Communications in Diet and Chronic Disease Relationships**

**Open Session Agenda**

Identifying Specific Questions related to Communication in the Nutritional Sciences

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**March 31, 2021 (All times are Eastern Time)**

**2:00 pm      Welcome and overview**  
*Virginia Stallings, Committee Chair*

**2:05 pm      Communicating nutrition information via media and social media: challenges and opportunities**  
*Bruce Y. Lee, CUNY (City University of New York) School of Public Health (Committee Member)*

*Nutrition continues to be a very popular topic among many different media and social media platforms. With so much misinformation and disinformation out there, how does one navigate the increasingly complex landscape of informing the public and others about nutrition? Bruce Y. Lee is a writer/journalist who is a Senior Contributor for Forbes and has written for other media outlets such as Time, The New York Times, and The Guardian, active on social media and on different multi-media platforms, a systems modeler, and a health expert. He will present on where the communications opportunities and the challenges are and may be in the near future.*

**2:25 pm      Discussion**

**2:45 pm      Remarks from from the NIH and USDA on their communication strategies**  
*Jackie Haven, Center for Nutrition Policy and Promotion, Food and Nutrition Service, USDA (10 min),  
Todd Silver, Office of Communications, Agriculture Research Service, USDA (5 min)  
Julia Quam, Office of Disease Prevention and Health Promotion, HHS (5 min)  
Bramaramba Kowtha, Office of the Director, NIH, HHS (5 min)  
Christopher Lynch, National Institute of Diabetes and Digestive and Kidney Diseases, NIH, HHS (10 min)  
Giovanna Zappalà, National Institute on Aging, NIH, HHS (5 min)*

**3:30 pm      Discussion**

**3:45 pm      Break**

**4:00 pm      Lessons learned about the role of communications in changing behavior**  
*Barbara Schneeman, University of California, Davis (retired)  
Cait Lamberton, University of Pennsylvania*

*While writing about helping the consumers to reduce their food waste, a NASEM consensus committee reviewed the literature on ways to change behavior from 6 different domains (energy saving, recycling, water use conservation, waste prevention, diet change, and weight management). Two of the members, Barbara Schneeman and Cait Lamberton, propose that lessons they learnt from the scientific literature on those domains can help us discern the role of interventions, and in particular communication interventions, in changing behaviors around nutrition.*

<b>4:15 pm</b>	<b>Discussion</b>
<b>4:30 pm</b>	<b>Final discussion- Identification of future opportunities in communication approaches</b> <i>Virginia Stallings, Committee Chair</i>
<b>5:00 pm</b>	<b>Adjourn</b>